

## **IV, A. Summary of Storm Water Education**

### **Chloride**

Education and outreach efforts this past fiscal year continued to focus primarily on self-regenerating water softeners and the chloride that these systems add to the Santa Clara River. This issue is of great importance to the City of Santa Clarita not only in terms of the health of the river, but of an economic need as well. The City has been working with the Los Angeles County Sanitation Districts on the public education and outreach effort concerning the chloride issue. Targeted specifically towards owners of self-regenerating water softeners within the Santa Clarita Valley, the educational efforts focused on encouraging current owners of these systems to stop using their salt-based system altogether and take a rebate, which is the fair-market value of their softener. With this program, almost 1,400 self-regenerating water softeners have been removed from local residences. In previous years, the City and the Sanitation Districts persuaded local retailers to voluntarily remove these particular types of water softeners from their shelves and have also asked for removal of the fifty-pound bags of rock salt from their stock, which is used by these systems.

### **Used Motor Oil**

The City of Santa Clarita utilizes the State's Used Motor Oil Block Grant for promoting and supporting programs that educate residents about the proper disposal of used motor oil and filters. Over the past fiscal year, Block Grant funds have been used to promote the City's 21 Used Oil Certified Centers in the City's newsletter, The Signal newspaper, Seasons magazine and on the local radio station KHTS 1220 A.M. The advertising was to high-light the Used Oil Program and included information about preventing stormwater pollution and dumping into the trash and encouraging do-it-yourselfers to take their used oil to recycling centers. The City has contracted with Curbside Inc. to offer free oil and filter door-to-door pickups to residents. Collectively, Santa Clarita's programs offer an effective approach to educating residents with the do's and don'ts of used motor oil recycling.

### **School Visits**

City staff participated in the Rio Vista Environmental Career Day for the National Hispanic Environment Council. Coloring books for kids with environmental themes and different activities they can do to promote good environmental practices were handed out. Several classes of fifth and sixth graders listened to a classroom presentation by City staff to learn about protecting the Santa Clarita River. Staff utilized the Enviroscope model to emphasize that actions like littering, not picking up after pets and washing grass clippings into the gutter actually affects our rivers and oceans. Safe, non-toxic substances are used (such as Kool-Aid mix, cocoa mix, crushed pepper, etc) as examples of pollutants like pesticides, fertilizer and trash and a spray bottle is used to show that, when it rains, this all runs off into our rivers and into the ocean. The children really understand and make the connection between these actions and the overall result of stormwater pollution.

### **River Rally**

Outreach material promoting our River Rally event was released via the local radio station KHTS 1220 A.M., The Signal newspaper, the Daily News newspaper, “Seasons” magazine and the City’s website. There are many environmental organizations with booths at River Rally promoting overall environmental stewardship. Over a thousand volunteers every year help remove trash from the river bed and also receive information on a variety of storm water related issues. These issues include proper household hazardous waste disposal, proper disposal of used motor oil, preventing storm water pollution, and river stewardship.

### **Arbor Day**

Flyers, brochures and environmentally themed giveaways were also distributed at the Arbor Day public event. Storm water information is available at our public counters, in the City Hall lobby and on our web-site ([www.santa-clarita.com/environment](http://www.santa-clarita.com/environment)). Local periodicals such as “Magazine of Santa Clarita,” “Seasons” and “Santa Clarita Valley Living Magazine” also ran storm water themed advertisements and articles. Staff also has many one on one discussions with residents at this event regarding these topics. Environmental Services staff prides themselves with always taking the time with each person to explain various water quality and storm water issues related to their concerns.

### **Emergency Expo**

Flyers and brochures were distributed at the Emergency Expo public event. At this event, staff focuses on one on one discussions with residents regarding issues associated with the storm drain system. Issues such as street sweeping, proper disposal of green waste and storm drain maintenance are discussed at this event.

### **Business Waste**

The City continued its Conditionally Exempt Small Quantity Generator Program (CESQG, often referred to as a “squeegee”) to assist businesses that generate small amounts of hazardous materials. The materials include oil, florescent light tubes, batteries, paint and other chemicals. Many small businesses are faced with high costs to dispose of the chemicals they generate in a lawful, environmentally friendly manner. By having the City's Door-To-Door HHW contractor provide this service, the City has negotiated a reasonable rate for the collection of these materials. The cost of this program is paid for by the business that requests the service.

### **IC/ID Inspectors**

The City’s IC/ID inspectors have distributed educational brochures for specific illicit discharge events (i.e. cement, automotive, carpet cleaning, paint, landscape, etc.) in an effort to further enhance their enforcement. Environmental Services has also provided a significant number of advertisements and anti-dumping messages through used motor oil recycling and household hazardous waste programs.

The City takes our environmental outreach program very seriously and we feel we have an outstanding program geared towards all environmental issues.